

## Educational materials for electronic publication

Instructions for Marketing Authorization Holders

The Icelandic Medicines Agency (IMA) publishes educational materials upon request from Marketing Authorisation Holders (MAH). Requests are sent by email to the Icelandic Medicines Agency: [ima@ima.is](mailto:ima@ima.is) with a clear and specific subject line: Educational material for [product name] for publication on [date]

All documents for publication must accompany the e-mail, including a cover letter (information letter) to healthcare professionals

E-mails must include:

- Formal request for publication
  - V-number
  - Date, when the material should be published
  - Version (example: New content, 1st edition or updated content 3rd edition)
- Confirmation that all files are enclosed and that they are the correct documents

### Layout of the educational material

Layout and design of the educational material must be clear and user- friendly

Note: Educational materials for healthcare professionals and patients published on the website should include information on whom to contact for a printed version.

### Files format

Files should be in pdf format. Documents to be downloaded (e.g. checklists) are recommended to be in live pdf format.

### File names

The name of each file must be descriptive of the content. File names must neither exceed 50 characters nor contain the following:

- Symbols (except underscore \_)
- Space
- Uniquely Icelandic letters

Example of a file name: HCP\_checklist\_followup

(Note this only applies to the file name, not the title that is displayed on the website)

### Title displayed

Titles of material components that appear on the website can be up to 50 characters. In case more space is needed, a comment field can be added below the title.

### Publication

The Icelandic Medicines Agency publishes the material on the requested date. Please send the educational material to IMA seven days before estimated publication.

- New educational material: IMA publishes the educational material on the requested date
- Updated educational material (previously published educational to be removed): Publication can only be done on Mondays

Please note that educational material will not be published on public holidays. The MAH is responsible for checking that everything is in place following the publication.

MAH's can send the cover letter (information letter) to relevant recipients (healthcare professionals) by post-mail or by email; nevertheless the letter has to be delivered on the same day, when the material is available on the website. Patient-educational materials shall be printed and distributed to the relevant recipients even though the material is available on the IMA website.